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a telephone for accessing said IVR system; and
a retrieval unit for retrieving the caller profile to construct a personalized IVR dialogue menu and play-out the personalized IVR dialogue menu via said telephone, said personalized IVR dialogue menu comprising an option for changing said personalized IVR dialogue menu, wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller.

25. (Amended) The system according to claim 16, wherein said retrieval unit further includes:

a personalized menu processor module for constructing said shortcut for the personalized menus specified by said caller,
wherein specification is selectively performed over one of a telephone interaction and a world-wide network, and
wherein a personalized menu specified by said caller is represented by one of a list of direct dialogue paths to desired information and a hierarchical dialogue menu.

28. (Twice Amended) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for personalizing an interactive voice response (IVR) system to reduce a number of key sequences to reach a desired source of information, said method comprising:

storing a caller profile;
accessing said IVR system via a telephone; and
retrieving the caller profile to construct a personalized IVR dialogue menu and play out the personalized IVR dialogue menu via said telephone, said personalized IVR dialogue menu comprising an option for changing said personalized IVR dialogue menu, wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller.